

generating a markup language file incorporating said relationship definitions; and
storing said markup language file in a single data base globally accessible by a
user.

*A14
encl*
[Please amend claim 2 as follows:]

2. The method of claim 1, including generating said markup language file in
eXtensible Markup Language (XML).

[Please amend claim 3 as follows:]

3. The method of claim 1, including the steps of:
retrieving said stored data; and
translating said retrieved file to a markup language file for presentation on said
company website upon request by a user of said company.

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Please amend claim 5 as follows:

5. The method of claim 2, further including the steps of:
retrieving said stored data; and
translating said retrieved file data to a preselected markup language file for
presentation on said company website upon request.

[Please amend claim 6 as follows:]

6. The method of claim 2, including storing said markup language file in an
extensible database that is platform and software independent.

[Please amend claim 7 as follows:]

7. A system for managing digital content for a company on a global basis,
comprising:
at least one content page, including objects defining said page;
said objects incorporating elements in a defined relationship;
markup language data incorporating said relationship; and
a database configured to receive and store said markup language data, said
database globally accessible by a user.

[Please amend claim 8 as follows:]